

Message Text

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44

ACTION EB-11

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FM AMEMBASSY ROME

TO USIA WASHDC

SECSTATE WASHDC 2323

INFOR DEPARTMENT OF COMMERCE

UNCLAS ROME 13839

USIAC

E.O. 11652: N/ASUBJECT: TOURIST PROMOTION

ON TUESDAY, DECEMBER 11, 1973, A MEETING WAS HELD AT
USIS WITH REPRESENTATIVES OF TEN SCHEDULED, NONSCHEDULED AND
OFF-LINE CARRIERS SERVING TOURIST INDUSTRY TO DISCUSS WAYS IN
WHICH EMBASSY AND PRIVATE SECTOR ITSELF COULD COOPERATE IN THE
PROMOTION OF TOURISM. EMBASSY REPRESENTATIVES INCLUDED THE
AMBASSADOR, CONSUL GENERAL, EION MINISTER COUNSELOR,
COMMERCIAL COUNSELOR AND PUBLIC AFFAIRS COUNSELOR AFTER OPENING
REMARKS BY THE AMBASSADOR A E MINISTER/COUNSELOR ECON, COMMERCIAL
COUNSELOR CHAIRED MEETING IN WHICH PROBLEMS, LIMITATIONS AND
POSSIBILITIES WERE DISCUSSED. A POINT WORTHY OF NOTE, EXPRESSED
BY ALL CARRIERS, WAS NOTICEABLE ABSENCE OF US TRAVEL SERVICE
OFFICE IN ROME AND LACK OF USTS SUPPORTING MATERIALS. ALL
AGREED THAT RE-ESTABLISHMENT OF SUCH AN OFFICE WOULD GREATLY
FACILITATE PROMOTIONAL ACTIVITIES IN ITALY. CONSENSUS WAS
THAT ALTHOUGH MEETING EXPLORATORY IN NATURE, WAS FRUITFUL
IN DEFINING NEED FOR FUTURE COLLABORATIVE EFFORTS. FOR FUTURE
MEETINGS WAS DECIDED TO FORM CORE-WORKING GROUP OF REPRESENTA-
TIVES FROM CARRIERS TO RECONVENE FIRST WEEK OF JANUARY.
COMMERCIAL COUNSELOR WILL SERVE AS CHAIRMAN.AMERSON

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NNN

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